

## CLOSING SALES GAPS WITH CONTINUOUS IMPROVEMENT

**ABOUT GERMANOW-SIMON.** GS Plastic Optics was established in the late 1970s. Based in Rochester, New York, the company developed internal expertise in plastic injection molding and plastics processing, soon becoming a leader in the new technology of molded optics. Today, GS Plastic Optics has around 40 employees and is one of the world's leading suppliers of custom manufactured precision plastic optics.

**THE CHALLENGE.** To drive sales and increase new market penetration, GS Plastic Optics needed to implement Continuous Improvement measures and establish a gap closure plan to address situations in which the organization or individuals were not meeting sales objectives. The company reached out to High Tech Rochester (HTR), part of the MEP National Network, for assistance in driving sustainability in the sales function. HTR partnered with Worldleaders, a Rochester-based sales consulting firm, to help the company develop a sales strategy and build the capacity of its sales team.

**MEP CENTER'S ROLE.** With funding support from HTR, Worldleaders worked with GS Plastic Optics to align their products and services to targeted markets, identifying the company's competitive advantage in comparison to the top five contenders. The GS Plastic Optics sales team focused on targeting the right markets in relation to geography, industry, key accounts, and targeted business-level decision makers. They worked with Worldleaders to differentiate their sales messages from the competitors and implement methods for lead generation, business case development, and winning proposals. GS Plastic Optics instituted sales accountability through daily sales planning and goal-setting sessions, and developed corrective action plans to help manage underperformance. The company established a repeatable and efficient sales process and worked to train and recruit additional sales personnel.

"Through funding from HTR we have been able to work with Worldleaders to implement a much more systematic and repeatable sales process, which has helped us to retain and increase our total sales. We have a much more robust process and are building a stronger sales culture within our company."

-Colin Sheridan, President

## RESULTS



Retained total sales numbers by winning new accounts



Added **1** new member to the sales team



Developed a robust sales-oriented culture

## CONTACT US



625 Broadway  
ESD, Division of Science,  
Technology & Innovation  
(NYSTAR)  
Albany, NY 12245



(518)292-5729



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